

JCDecaux ATA wins the advertising contract at the new Prince Mohammad bin Abdulaziz International Airport in Madinah

Out of Home Media

Algeria
Angola
Argentina
Australia
Austria
Azerbaijan
Belgium
Botswana
Brazil
Bulgaria
Cameroon
Canada
Chile
China
Colombia
Costa Rica
Croatia
Czech Republic
Denmark
El Salvador
Estonia
Finland
France
Germany
Guatemala
Hungary
Iceland
India
Ireland
Italy
Japan
Kazakhstan
Korea
Latvia
Lesotho
Lithuania
Luxembourg
Madagascar
Malawi
Mauritius
Mexico
Mongolia
Mozambique
Namibia
Norway
Oman
Panama
Peru
Poland
Portugal
Qatar
Russia
Saudi Arabia
Singapore
Slovakia
Slovenia
South Africa
Spain
Swaziland
Sweden
Switzerland
Tanzania
Thailand
The Dominican Republic
The Netherlands
Turkey
Uganda
Ukraine
United Arab Emirates
United Kingdom
United States
Uruguay
Uzbekistan
Zambia
Zimbabwe

Paris, 8 July 2015 - JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announces today that its subsidiary JCDecaux ATA (held 60% by JCDecaux, 40% by ATA) has won the advertising contract for the new Prince Mohammad bin Abdulaziz International Airport (PMIA) in the city of Madinah in the Kingdom of Saudi Arabia. This agreement has been reached with Tibah (consortium between TAV Airports, Saudi Oger and Al Rajhi) which operates the new Madinah airport. This exclusive 10-year contract includes all indoor and outdoor advertising solutions.

As part of this contract, JCDecaux ATA will install iconic structures on the Access Road, networks of pole mounted digital screens, premium static displays, offer passenger jet bridges and implement activation opportunities.

With the signing of this contract, JCDecaux ATA maintains its exclusivity over the airport territory within Saudi Arabia after having won the rights to the country's 26 airports in 2010. The current airport in Madinah catered to 5.7 million passengers in 2014 (+22% vs. 2013) and is the fourth busiest airport nationwide, while the new PMIA will have a capacity of 8 million passengers.

Madinah is home to the second holiest site in Islam and was searching for state-of-the-art facility upgrades for its ever-growing number of pilgrims, especially during the Ramadan and Hajj periods. This project is indicative of the Kingdom's ongoing efforts to modernize infrastructure and is the first major airport to be delivered as part of this process.

Dr. Sani Şener, CEO of TAV Airports, said: *"It is fundamental for both the city and gateway of Madinah to offer passengers with modern facilities worthy of this holy city. Advertising is an important component of such change. We are pleased to continue JCDecaux's agreement with PMIA and look forward to innovative advertising solutions and services which will enhance the passenger experience"*.

Jean-Charles Decaux, Co-CEO of JCDecaux, said: *"We are very pleased that the new Prince Mohammad bin Abdulaziz International Airport has chosen the outdoor advertising expertise of JCDecaux ATA. As N°1 in airport advertising in Saudi Arabia, it is exciting to be part of KSA's infrastructural evolution. The new PMIA will showcase our capacity to transform the airport environment with innovative and premium communication offers, optimizing visibility for our clients. This is further recognition of JCDecaux's expertise in creating tailored solutions for airports"*.

Key Figures for JCDecaux

- 2014 revenues: €2,813m
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 index
- N°1 worldwide in street furniture (491,950 advertising panels)
- N°1 worldwide in transport advertising with 140 airports and 279 contracts in metros, buses, trains and tramways (379,060 advertising panels)
- N°1 in Europe for billboards (180,590 advertising panels)
- N°1 in outdoor advertising in the Asia-Pacific region (215,350 advertising panels)
- N°1 in outdoor advertising in Latin America (51,150 advertising panels)
- N°1 in outdoor advertising in Africa (36,000 advertising panels)
- N°1 worldwide for self-service bicycle hire: pioneer in eco-friendly mobility
- 1,078,370 advertising panels in more than 70 countries
- Present in 3,700 cities with more than 10,000 inhabitants
- 12,300 employees

Communications Department: Agathe Albertini
+33 (0) 1 30 79 34 99 – agathe.albertini@jcdecaux.fr

Investor Relations: Arnaud Courtial
+33 (0) 1 30 79 79 93 – arnaud.courtial@jcdecaux.fr



JCDecaux SA
United Kingdom: 991 Great West Road, Brentford - Middlesex TW8 9DN - Tel.: +44 (0) 208 326 7777
Head Office: 17, rue Soyer - 92200 Neuilly-sur-Seine - France - Tel.: +33 (0)1 30 79 79 79
www.jcdecaux.com

A public limited corporation with an Executive Board and Supervisory Board
Registered capital of 3,425,074.70 euros - # RCS: 307 570 747 Nanterre - FR 44307570747